

## Draft St. John's Farmers' Market Board Meeting Minutes

August 22, 2012; Robin Hood Bay Facility

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Present: Dean Barnes (Chair), Lori Greene, Andrea Dicks, Dave Jerome, Shelley Parry, Jim Winter, Josh Smee (Finances), Sarah MacAulay (Secretary), Mazood Razabi

Regrets: Terry Smith, Emily Martin, Karen Durfey

Meeting Day Set: Discussion led to decision that board meetings will be held Wednesdays to facilitate best attendance

**1. Agenda:** (amended to include discussion on use of Igloo, "olive branch" extension to the gov't, Powershift, conference, and discussion re hiring procedure) Agenda approved:

*Sarah moved, Josh seconded, motion carried.*

**2. a. Minutes** (July amendments: 5.1: change "SWAP" to "CSP"; 5.7: add Kristie Jamieson to volunteers on the Ad Hoc Strategic Planning Committee; 6.1: Change "Market" to "Operations" Committee; 6.4: delete ", but" at the end of this entry) *Motion made to approve amended minutes; Dave motioned, Jim seconded, motion carried.*

### **OLD BUSINESS**

Josh reported: All Board members have become official signers by meeting with rep at TD Bank.

Dave voiced concern that we did not follow our own Board Level Decision policy for hiring Masood; in future we must have a meeting with a motion that is approved by the Board. For now, Dave requested the Board make a retroactive motion. **Dave retroactively moved** that the Board hire Mazood Razabi for the Events Coordinator. **Jim seconded; all in favour, motion carried.**

-Dave noted that the sea salt producer has been delayed getting approval from food health and safety (due to the lack of food and safety guidelines!); we hope to see him as soon as possible, at the market.

-Destination St. John's insisted that pictures be taken of the St John's Farmers' Market Aug 18; he will forward them TBA. Also, the Telegram published a full page of colour pictures of the market on Monday, Aug 20. Dean has taken an ad in the French paper for Le Doyen that also advertises the full market; all year.

-Food Inspections: Some Sweet (fudge producer) has been approved, as Renee has already approved him for other venues. Next inspection to be approx. mid-November.

-CBC Radio Noon Shows will help publicize the market: "Jams, Jellies, Chutneys, Salsas" (Aug 22) with Sarah MacAulay!; "Sourcing Foods Locally" (Aug 29) with Dean Barnes!

INTRA-NATIONAL TRADE AGREEMENT? Miquelon and St Pierre looking to increase trade with St. John's, wondering if the market can allow a table for them at the market; this would require a Constitution change, as we require "Made in NL Only". (Policy Manual: Section 12.3 definition of 'local' does not specify this. Vendor Handbook specifies that "should be grown in NL where possible". Discussion centred on whether we might want to do this, and if competition for certain products—eg baguettes—could be good/bad; Suggestion is made we have a policy discussion about this as well as allowing vendors who have a storefront. **ACTION: Dean will ask Jeanette for more detail before we have a policy meeting)**

FORMAL COMPLAINT was made Aug 18 that a certain farmer advertises as being organic, and charges twice as much; but they are not certified; *Motion made that the Board directs the chair to communicate with the vendor who received a complaint before Aug 25 market indicating that they must either provide documentation of organic certification or remove claims of products being organic from their signage; They cannot sell at the market until they comply. Josh so moved, Dave seconded; motion carried.*

### **3. Executive Reports**

**4.1 Report of the Chair**- no report

**4.2 Report of the Vice Chair** –no report

**4.3 Report of the Treasurer** –Gross income up across the board, and we are meeting/ below anticipated costs. We anticipate reaching "breaking even point" this year. Specifics available on Igloo. Costs are up for accounting and office expenses, as planned. **Action: Josh will post reports on Igloo.**

**IBRD reimbursement** forthcoming. Michelle has told Jim that she requires signed letter of offer and full list of expenses, etc. Dave says Michelle confirmed that she had this months ago. **Action: Josh will coordinate the follow-up on IBDR reimbursement.**

**Vendor No-Shows** were discussed, with problems noted (e.g., loss of revenue and non-booked vendors complaining that they are not getting tables, yet others are...) Discussion that Manager should be directed to follow policy table-map process must be improved to prevent mistakes

**4.4 Report of the Secretary**—no report

### **5. Committee Reports**\_\_\_\_\_.

**5.1 Operations Committee** Masood was offered a job, and he was hired to work, specifically while banking some hours by working on Targa-Doors Open Saturday. student summer semester; suggestion that student could work same hours in ~6 weeks, etc.

-Food containers (reusable) are being slowly purchased and used.

**T-Shirts** inventory to be assessed, reported next meeting; it will be decided if new t-shirts

will be ordered.

**Terry's vacation Aug 18-25** *Sarah moves that we confirm the decision made by email to hire Sherry during Terry's vacation. Lori seconded; carried.*

**Targa:** Board members(Jim, Dean) have spoken with Targa representative about making parking/movement easier between Targa and Farmers' Market needs.

**5.2 Finance Committee** no report

**5.3 Marketing Committee** Shelley reported on Aug 6 meeting (distributed minutes) *Josh motioned that the Board approve up to \$60 a month in gift certificates to be distributed as door prizes at The Ship's Folk Night; out of marketing budget; for the next three months; Sarah seconded, motion carried.*

**Ted Blades Story on Food-Safety:** Discussion about whether we should suggest a story about this, with Jim as interviewee. Decision to not pursue a story at this time.

**Signage and Representation** Discussion if we should have permanent signage with Lions Club Chalet, and should have more regular communication with them, given our common interests; Dave noted that we have semi-regular communication now; Jim noted that regular communication will fit into our strategic planning. Shelley noted we should ask Lions Club if there can be permanent signage eventually. Also, can the sandwich board be improved/changed? **Action: Dave will, during informal conversations, mention these questions with Lions Club.**

**Fundraising** by a lottery, etc is not allowed unless "Friends of SJFM", who are nonprofit, sign on it.

**Advertising** Shelley noted that the Scope has approached us to buy ad space in September; discussion that we purchase ad space once in the fall but not September. Dave suggested we put in place a way to measure the use of ad space, eg by placing a cut-out free coffee card, etc so we can later assess how many people read the Scope.

**5.4 Membership Committee** no report

**5.5 Policy Committee** no report; query about Andrea and Karen trading committee chair positions and Andrea calling a Policy Committee meeting soon. Dave also noted that there are policies listed in our minutes which ought to be added to the Policy Manual. **Action: Andrea will discuss possibility of trading chair positions with Karen.**

**5.6 Location Search Committee**

Dave noted we have been looking into space at MUN. MUNSU says they are still on board in principle, but they have not given us the agreed-on 'things' yet (e.g. rental agreement, changes to space, agreement about cleaning prior to Saturdays, etc). Plan is to continue discussion with MUNSU, and if action progresses (e.g., renovations), then motions will be brought to Board (e.g., of trial run(s) next season). Plan also to call members together, refocus attention on Lions Club, and pursue any new, viable options

(including through Strategic Planning).

### **5.7 Ad hoc Strategic Planning Committee**

-Jim made addendum to report; Michelle Powell has called and does not think Community Capacity Building can provide financial help to Strategic Planning. Continuation of strategic planning is contingent on funding; process will be shorter if we have no funding; longer if we get the funding we hope for (e.g., perhaps from ACOA). Dave noted that the longer we wait, the more difficult and unlikely it will be that we meet our mandate of submitting the Five Year Plan at our upcoming AGM. **Action: Jim will talk to Michelle about organizing training module for Board members to learn about Strategic Planning** (vs getting a consultant to do all of this).

### **6. Business Arising from Previous Meeting\_ none**

#### **7. New Business \_\_\_\_\_.**

7.1 Operations Committee Action: Doors Open will occur the same weekend as Targa. We suggested that we promote the day as a Sustainable Transportation day, with the added motivation that if patrons show their bus ticket/transfer, we will give them a free coffee; also, suggestion we contact to negotiate some support for this from City Transit, eg a Market Bus or supporting the cost of free coffee. ***Josh motions that Dean speak with City Transit, seconded by Sarah; motion carried.*** Discussion that vendors be urged to arrive to market early on Targa day, remain parked nearby, with handicap parking left open of course. Also, suggestion we distribute handbills to market patrons on and prior to Targa day, to tell customers about alternate parking. ***Sarah moved that Operations proceed with pro-public Transit Day, limited parking in front of Lions and contact Greenbelt Tennis Club re parking lot use, seconded by Andrea, motion carried.***

#### **8. Other Business \_\_\_\_\_.**

**Igloo Site.** Jim suggested we have a an orientation to use of the Igloo site during the next Board meeting.

**Market Website.** Jim also noted we had earlier agreed to ask Colin about updating website. Updates are required: eg explanation about location, newer photos, etc. ***Action: Board members responsible to forward content via Igloo to Shelley who can post it, especially FAQs.***

**Provincial Gov't Olive Branch:** Dave has been directed to ask us how the provincial government can help us... eg about fundraising for our own building, or repurposing unused government spaces. Discussion that we keep the focus on location for the market.

**Powershift.** Dave has been invited to participate in “food sovereignty panel” at conference re climate change.

**MiniConference.** Sept 17, 2012: Josh noted the need for a Board rep to a panel conversation at the upcoming social enterprise conference (for community organisations,

etc with relevant government offices) to discuss barriers, helpful changes, etc.

**9. Next Meeting Set:** 6:30pm, September 2012, Dave Jerome's home: 5 Clarke Place, off Elizabeth Avenue, near MUN campus.

Shelley moved adjournment, all in favour, motion carried